

## Job Description – Manager Communications

<b>Designation</b>	Manager Communications
<b>Department</b>	Purpose and Resource Mobilisation
<b>Location</b>	Mumbai
<b>Employment Type</b>	Renewable Full Time Employment Contract
<b>Report to</b>	Head Communications
<b>Positions reporting to this role</b>	-

### Organization Background

Established in 2007, Educate Girls' is a non-profit that focusses on mobilising communities for girls' education in India's rural and educationally backward areas.

Strongly aligned with the 'Right to Education Act' or the 'Samagra Siksha', Educate Girls is committed to the Government's vision to improve access to primary education for children, especially young girls.

For further details about organization please visit [www.educategirls.ngo](http://www.educategirls.ngo)

### Our Values

<b>Gender Equality</b>	Being able to treat people equally irrespective of gender
<b>Integrity</b>	Possess the ability to “know and do” what is right
<b>Excellence</b>	Being outstanding or extremely good, striving to lead by performance excellence
<b>Collaboration</b>	Working effectively and inclusively with a range of people both within and outside of the organization
<b>Empathy</b>	Being able to understand and share the feelings of another and use that understanding to guide our actions

### Our Competencies

<b>Strategic Thinking</b> – Think big yet act focused	<b>Taking Ownership</b> – Feel responsible & accountable	<b>Analytical Thinking</b> – Stay true to your data
<b>Developing Talent</b> – Growing and taking people together	<b>Ensuring Alignment</b> – Think differently but work together	

## Job Profile

Deputy / Manager Communications will work with the Communications Team in ensuring that the brand and its communication is aligned to Educate Girls' vision, mission and values at all times. The position will be required to build and execute the communications strategy across mediums to support national and regional operations.

## Areas of Responsibility

### Brand Alignment:

- Should have complete understanding of the Brand Manual and working guidelines (training will be imparted.)
- Will be responsible for adherence to the guidelines established here in for creation and delivery of communications content.

### PR and Stakeholder Communications:

- Identify various internal and external stakeholders and aid in managing communications and branding requirement and in creating a positive brand image.
- Strategize and execute communications campaigns in association with partners.
- Aid in maximizing Educate Girls' brand reach by using various print and electronic media tools available.
- Conduct period media audits and monitor Educate Girls' competitive environment in print and electronic media.
- Build a database of journalists (international, national and regional) relevant to Educate Girls and reach out to them for stories (either through an agency, stringer or individually when required.)
- Write and disseminate press releases, Op-Eds and other documents for media consumption.
- Manage media queries in a timely manner.
- Assist media / partners on field visits.
- Represent Educate Girls at events organized by media and other partners.

### Digital PR:

- Maintain Educate Girls' digital presence, ensuring all information is consistent with brand guidelines and is representative of the organization's mission and core values.
- Monitor Educate Girls' competitive environment in the digital space.
- Identify and engage with influencers especially on twitter.
- Manage spokesperson profiling on digital media.
- Identify blogs and websites (like The Better India, Huffington Post Women, Girls' Globe etc.) where stories can be pitched and partnerships can be forged.
- Work on content curation for Educate Girls' blog.

### Creative Writing and Content Delivery:

- Create and follow a 'content delivery calendar'
- Co-ordinate with regional teams to collect success stories from the field
- Brainstorm on creative ways of presenting stories – in words, pictures, audio, video, illustrations etc.
- Co-ordinate with the translator (agency)

- Re-write translated content with a fresh, creative approach
- Adapt content to suit the need of various media vehicles – social media, blog, journals, reports, media articles, photo-essays etc.
- Visit program areas to collect stories and for other related assignments
- Develop content for newsletters, press releases etc.
- Create Power Point presentations as required.

#### **Social Media Management:**

- Maintain Educate Girls' digital presence, ensuring all information is consistent with brand guidelines, the annual communications plan, and is representative of the organization's mission and core values.
- Strategize and ideate to create periodic campaigns/contests to build brand awareness and increase traffic to social media pages. Some campaigns will have to be donations-centric.
- Create and maintain an editorial calendar for all social media and blog posts.
- Manage all social media channels with special attention given to blog
- Identify influencers especially on Twitter.
- Identify opportunities for increased brand visibility online
- Manage feedback and comments on all digital platforms
- Analyze feedback to find out what TG thinks about the organization and the cause
- Represent Educate Girls at social media summits and events.

#### **Support HO and Field Communications:**

- Co-ordinate with regional teams as well as various departments at HO and facilitate communications requirement.
- Brainstorm on creative ways of presenting content in various formats - words, pictures, audio, video, illustrations etc.
- Work with in-house graphic designer and external designing agencies to create campaign designs and collaterals.
- Co-ordinate with the translator (agency) and adapt content to suit the need of various media vehicles – social media, blog, journals, reports, media articles, photo-essays etc.
- Create Power Point presentations as required.

#### **Others:**

- Timely documentation and record-keeping
- Maintain and update the mailing list and send out updates to our stakeholders as and when required
- Update information on website and other collaterals

#### **Education Background**

- Should be a Graduate with a Post Graduate / Diploma in Mass Communication / PR / Journalism /Marketing.

#### **Work Experience**

- 3-4 years of relevant work experience (PR /Corporate Communications)
- Experience in media management and in handling PR Agencies.
- Familiarity with new media industry in general

- Should be a consumer of digital content and social media savvy.

#### **Skills Set**

- **Soft skills:**

- Must know English and Hindi fluently – written and spoken
- Excellent inter-personal skills and the ability to work with people from varied backgrounds, at all management levels.
- Commitment to Educate Girls' mission and values
- Gender sensitivity

- **Technical skills:**

- Proficiency in MS-Office especially MS Word and MS Power Point
- Must own superlative creative writing skills.
- Must be able to independently design and author a great story.
- Ability to think, plan and execute on multiple projects simultaneously in an organized fashion.
- Ability to conceptualize breakthrough campaigns and carry them through execution
- Attention to detail and lateral thinking

#### **Travel requirement**

Willingness to travel up to 25% of the time at the state/district level in program geographies

"Educate Girls is committed to achieving 50/50 gender balance in its staff. Female candidates are strongly encouraged to apply for this position."